

Purpose:

The Board advises the Utah Office of Tourism (UOT) on the office's planning, policies, and strategies and on trends and opportunities for tourism development that may exist in the various areas of the state.

The Board:

1. Has authority to approve a tourism program of out-of-state advertising, marketing, and branding, taking into account the long-term economic trends, and opportunities for tourism development on a statewide basis as a condition of the distribution of funds from the Tourism Marketing Performance Account and Stay Another Day and Bounce Back Account (there will be no money in the Stay Another Day and Bounce Back Account until the convention center hotel is constructed and operating);

The Board:

- 2. Shall review office programs to coordinate and integrate advertising and branding themes, which may include recreational, scenic, historic, and tourist attractions of the state;
- 3. Shall encourage and assist in coordinating activities of persons, firms, association, corporations, civic groups, and governmental agencies that are engaging in publicizing, developing, and promoting the scenic attractions and tourist advantages of the state;

The Board:

4. Shall advise the office in establishing a cooperative program using funds from the Tourism Marketing Performance Account.







Lance Syrett - Board Chair

Cooperative Marketing Committee
Best Western Ruby's Inn, General Manager
Representing the lodging industry



Nathan Rafferty - Board Vice Chair

Marketing Committee Chair Ski Utah, President & CEO Represents the ski industry



Kym Buttschardt - Cooperative Marketing Committee Chair

Roosters Brewing Company, Co-Owner Represents Davis, Weber, Box Elder, Cache, and Rich Counties



Jared Barrett Bluff Dwellings, Owner Represents Garfield, Kane, Piute, San Juan, and Wayne Counties



Brent Chamberlain

Kane County - Commissioner Represents the Utah Association of Counties



Lesha Coltharp

Cooperative Marketing Committee Uintah County Tourism and Events Director Represents Carbon, Daggett, Duchesne, Emery, Grand, and Uintah counties



Brian Merrill

Marketing Committee
Western River Expeditions Inc. and
Moab Adventure Center, CEO
Represents business, finance, economic
policy or the academic media marketing
community



Greg Miller

Larry H. Miller Group of Companies, Board Member Represents Salt Lake, Tooele, and Morgan Counties



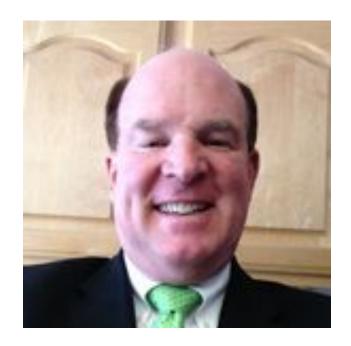
Glen Overton

Cooperative Marketing Committee Hotel Park City, Managing Partner Represents the Restaurant Industry



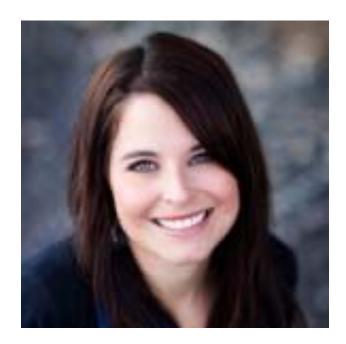
Mike Taylor

Cooperative Marketing Committee
Budget Car & Truck Rental of Utah, Vice
President
Represents the motor vehicle rental
industry



Sara Toliver

Marketing Committee
Visit Ogden, President & CEO
Represents the Utah Tourism Industry
Association



Jennifer Wesselhoff

Marketing Committee
Park City Chamber of Commerce |
Convention & Visitors Bureau
Represents Utah, Summit, Juab, and
Wasatch Counties



Shayne Wittwer

Marketing Committee Wittwer Hospitality, CEO Represents Washington, Iron, Beaver, Sanpete, Sevier, and Millard Counties



Legislature and Governor approved technical amendments to the board legislation that will take effect in FY 2023:

- Add a member from an arts and cultural organization
- Add a member from the outdoor recreation industry
- A quorum will consist of nine members instead of seven.

<u>Utah Code: 63N-7-1, sections 101-103</u> https://le.utah.gov/~2022/bills/static/HB0333.html



UOT has two budgets:

1. Operations Budget

Pays for staff salaries, travel, office supplies and equipment, postage and mailing, etc.

Managing director oversees the operating budget

The Board of Tourism Development does not have responsibilities related to the operations budget and may not make policies related to the management or operation of the office

UOT has two budgets:

2. Tourism Marketing Performance Account (aka Tourism Marketing Performance Fund or TMPF)

UOT's main marketing budget

Board approves out-of-state marketing plan as a condition of distribution of funds from the TMPF. <u>Utah Code 63N-7-301</u>

TPMF was a performance based funding model.

As tourism industry increased the sales tax revenues from tourism-related purchases, the TPMF grew.

Time frame for growing the TMPF ended in 2019.

Legislation allows for a maximum appropriation of \$24 million per year, but that is at the discretion of the Legislature.

UOT has two budgets:

TMPF was appropriated \$22,822,800 for Fiscal year 2023

10% of the money in the TMPF be passed on to the Utah Sports Commission to use the funds to attract sporting events to the state

20% of the funding be used for a cooperative marketing program for cities, counties, and destination marketing organizations to promote destinations and events.

Remaining 70% of the funds in the TMPF are used for media buys, retainers for vendor partners, production, and research.



The Marketing Committee

Usually meets monthly on the same morning as the board meeting

Reviews marketing plans and results in detail

Provides feedback to the UOT marketing team and its vendor partners

Makes recommendations regarding the marketing plans to the full board

Nathan Rafferty - Committee Chair

Sara Toliver

Brian Merrill

Shayne Wittwer

Jennifer Wesselhoff

The Cooperative Marketing Committee

Reviews 70-80 co-op marketing applications annually

Participates in 10 minute interviews with applicants

Scores each application and makes a recommendation to the full board as to who should receive funding.

A few conference calls in other times of the year to review guidelines and improve the process

Most intense time is the 3rd week in June when co-op applications are due to the 2nd week in August when the co-op awards are announced.

Kym Buttschardt - Committee Chair

Lance Syrett

Mike Taylor

Glen Overton

Lesha Coltharp



July 2020

Approved the office's \$12 million CARES budget and \$11.4 million Tourism Marketing Performance Account (also known as Tourism Marketing Performance Fund or TMPF). The budget pays for winter, 3-season, urban and state-wide marketing, sponsorships, international marketing, public relations, and research.

August 2020

Approved the award of \$5,012,961 in matching funds for a total of 72 Traditional Cooperative Marketing Applications from destination marketing organizations and non-profit. For the first time, a portion of the funding was made available for in-state marketing (co-op funding has mainly been designated for projects targeting out-of-state visitors.

September 2020

Approved the office's winter media buy of \$3,116,739 that included linear TV, connected TV, digital, social media, pay-per-click, long-form video, and out-of-home advertising.

November 2020

Approved \$515,000 for the urban integrated marketing campaign which included native, social, PR, and website marketing.

December 2020

Approved \$4,281,943.62 of CARES funding, \$803,429.38 from the TMPF, and \$103,866.33 of carry forward for the Southern Utah+ integrated marketing campaign. The campaign included linear TV, out-of-home, Connected TV, Social Media, digital banners, long-form video, and more.

February 2021

Approved \$150,000 sponsorship for the Days of '47 Cowboy Games and Rodeo.

June 2021

Approved the FY 2022 TMPF budget of \$22,822,800 which included money for Southern Utah+, Ski+, and Northern Utah+ marketing campaigns. Approved \$2,873,000 for the integrated Ski+ marketing campaign.

August 2021

Approved \$4,646,80 in matching funds for 66 applications that include both in-state and out-of-state marketing. Eight of the applications also received funds for Forever Mighty projects that promoted responsible travel and initiatives.

Board Schedule and Meetings

Board Schedule and Meetings

Board normally meets on the second Friday of each month at 10 a.m. Marketing committee often meets before the board meeting from 8-9:45 a.m.

Board meetings are held all over the state; usually in Salt Lake City during the legislative session. <u>Board Schedule and Minutes</u>

When board meetings are held away from the Wasatch Front:

UOT staff and board often arrive at the meeting destination on Thursday afternoon to experience the destination.

Everybody usually has dinner together that evening along with local government officials and stakeholders.

Julia Barnhouse will provide details for these activities and events in advance.

There is usually a board retreat in May that begins at noon on the Thursday before the board meeting.

Board members can work with Julia Barnhouse (<u>jbarnhouse@utah.gov</u>, office: 801-538-1369; mobile: 801-389-5504) for reimbursement of travel expenses.



Board Attendance Policy

Legislation States:

- (9) The board shall meet monthly or as often as the board determines to be necessary at various locations throughout the state
- (11) (a) The board shall determine attendance requirements for maintaining a designated board seat
 - (b) If a board member fails to attend according to the requirements established pursuant to Subsection (11) (a), the board member shall be replaced upon written certification from the board chair or vice chair to the governor.

A replacement appointed by the governor under Subsection (11) (b) shall serve for the board member's unexpired term.

Current policy:

Board members are required to attend at least 60% of the board meetings each calendar year (6 to 10 scheduled meetings)

A board member may call in for two of the six meeting if they are unable to physically attend.

If a member misses four meetings in a calendar year, the board chair and/or vice chair shall recommend replacement of the board member by providing written certification of their attendance to the governor.

Conflict of Interest

Legislation States:

(10) Members who may have a potential conflict of interest in consideration of fund allocation decisions shall identify the potential conflict prior to voting on the issue.



RACI

Responsibility - Responsible for the completion/accuracy of the task. This team member does the work to complete the task. Every task needs at least one Responsible party, but it's okay to assign more.

Authority - Final authority to approve design/work/resources/budget. This person delegates work and is the last one to review the task or deliverable before it's deemed complete. On some tasks, the Responsible party may also serve as the Accountable one. Just be sure you only have one Accountable person assigned to each task or deliverable.

Consult - Should be involved in the particular task to a degree and provide information to the Responsible/Authority as needed

Inform - Should be made aware of the task proceedings, but is not involved in providing input to that particular task

UOT and Board of Tourism Development

Activity	UOT Staff	Board	Marketing Committee	Co-op Committe
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Creation of stratagies and planning for tourism development

Approve the program of out of state advertising, marketing and

Generate TMPF budget strategy

Create marketing campaign plans

Create destination development programs

Establish a cooperative marketing program

Create marketing strategy

branding

R/A

R/A

R/A

R/A

R/A

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THANKS!